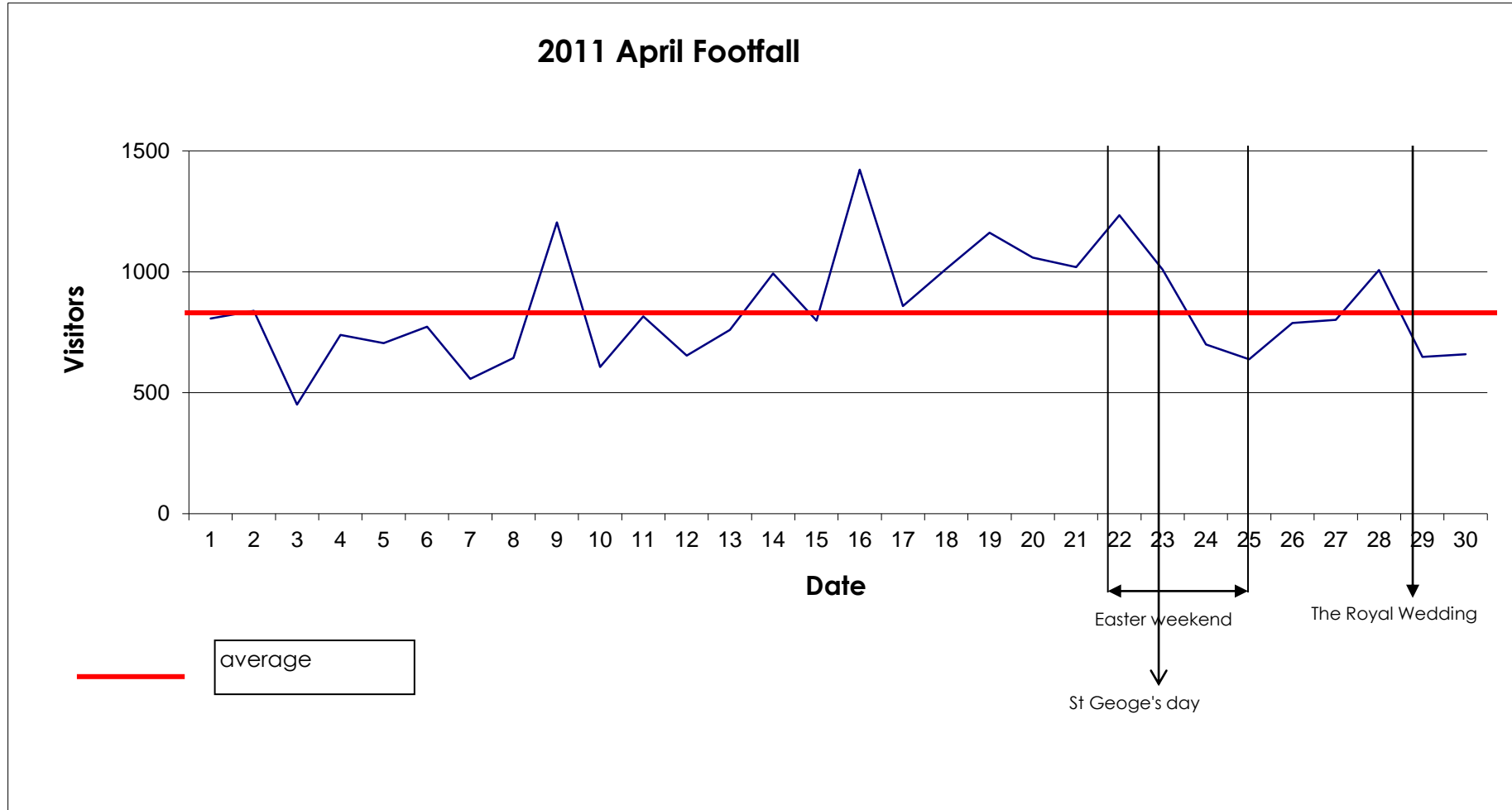
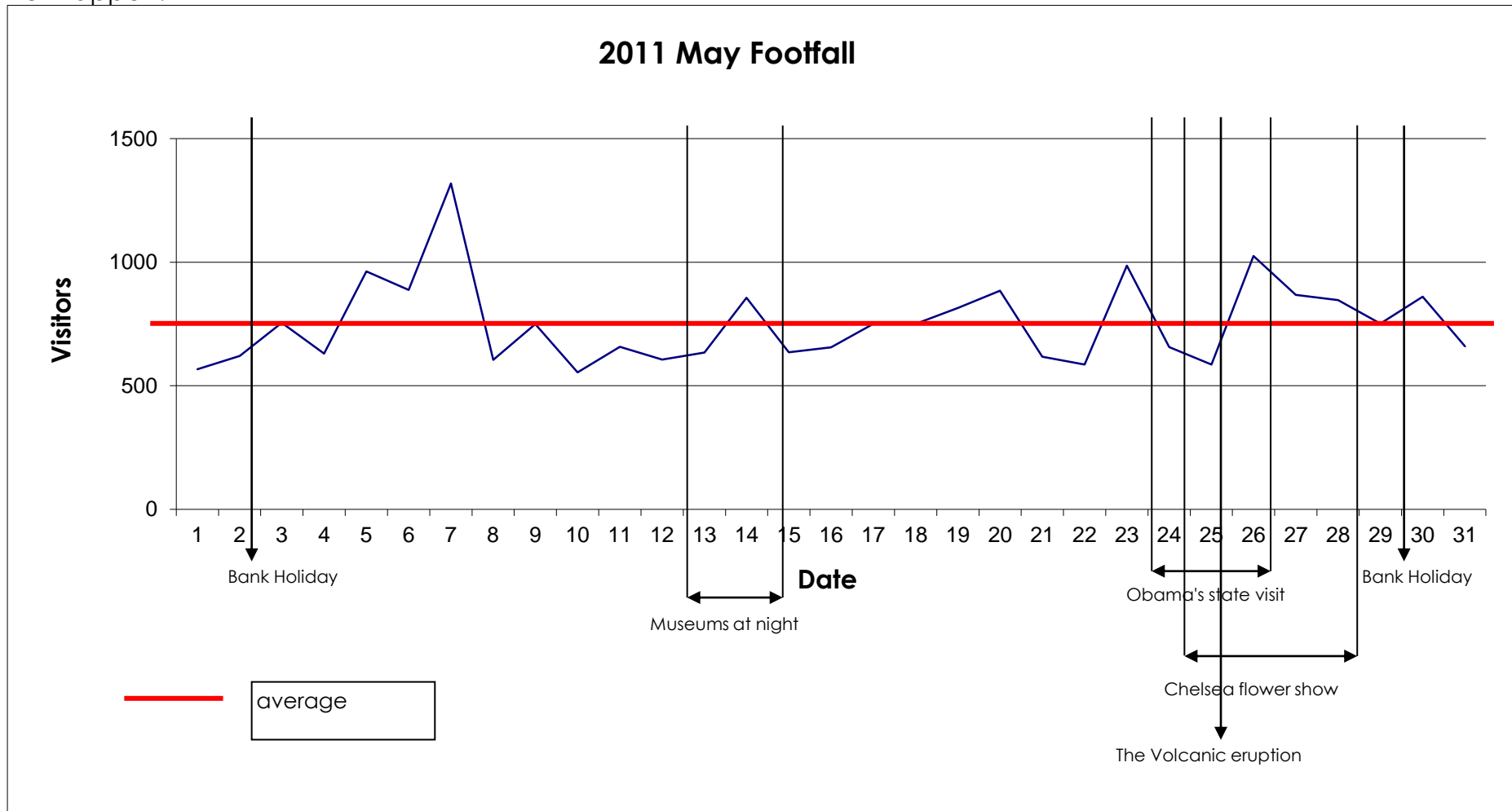


APPENDIX 1

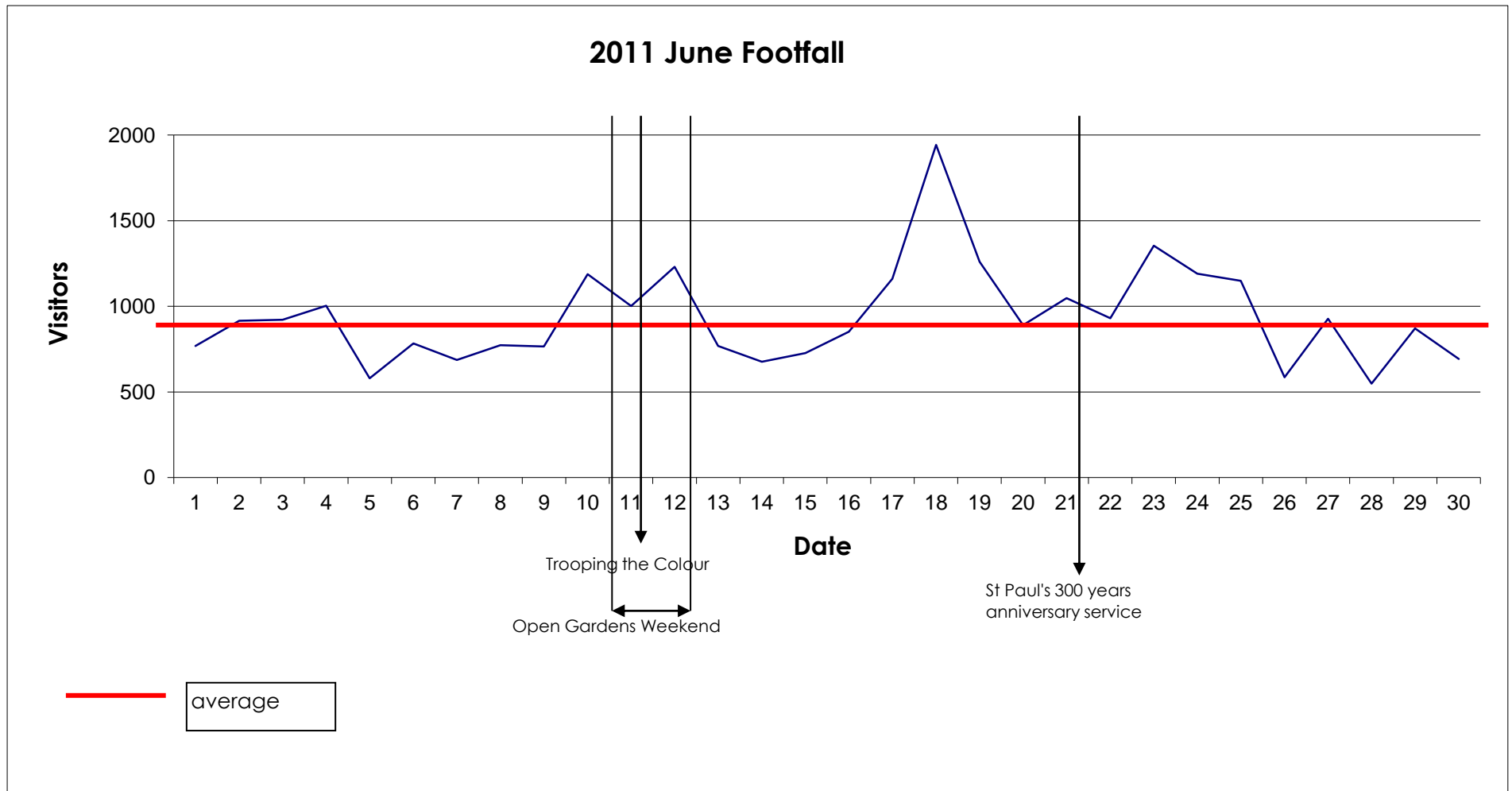


April 2011 figures comparing the Easter weekend were disappointing; the peak of visitor numbers in 2011 barely registered half of the daily numbers from the Easter peak of 2009 or 2010. The group of four Bank Holidays towards the

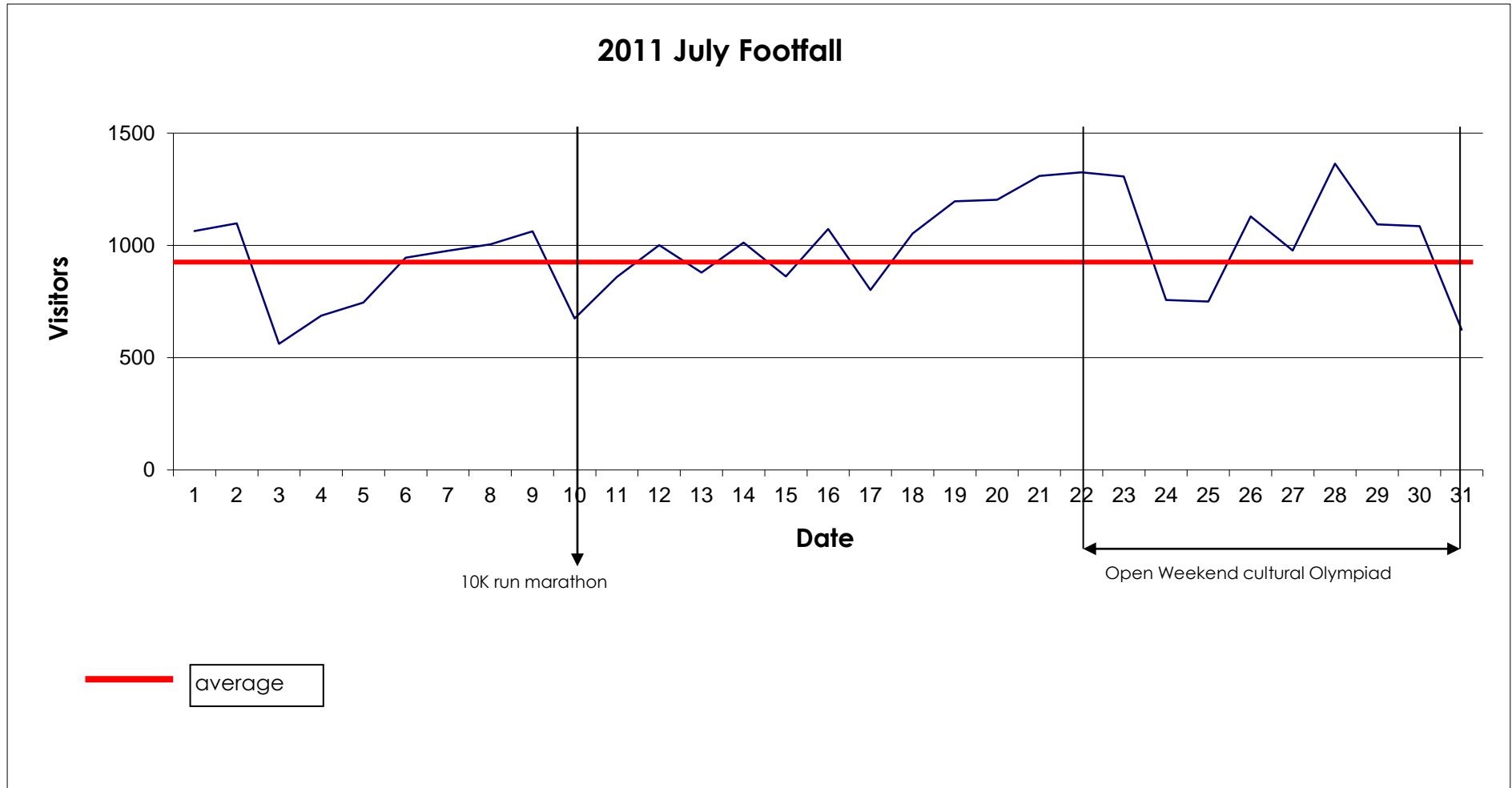
end of April 2011, especially when one was a Royal Wedding, might be expected to boost visitor numbers, but this did not happen.



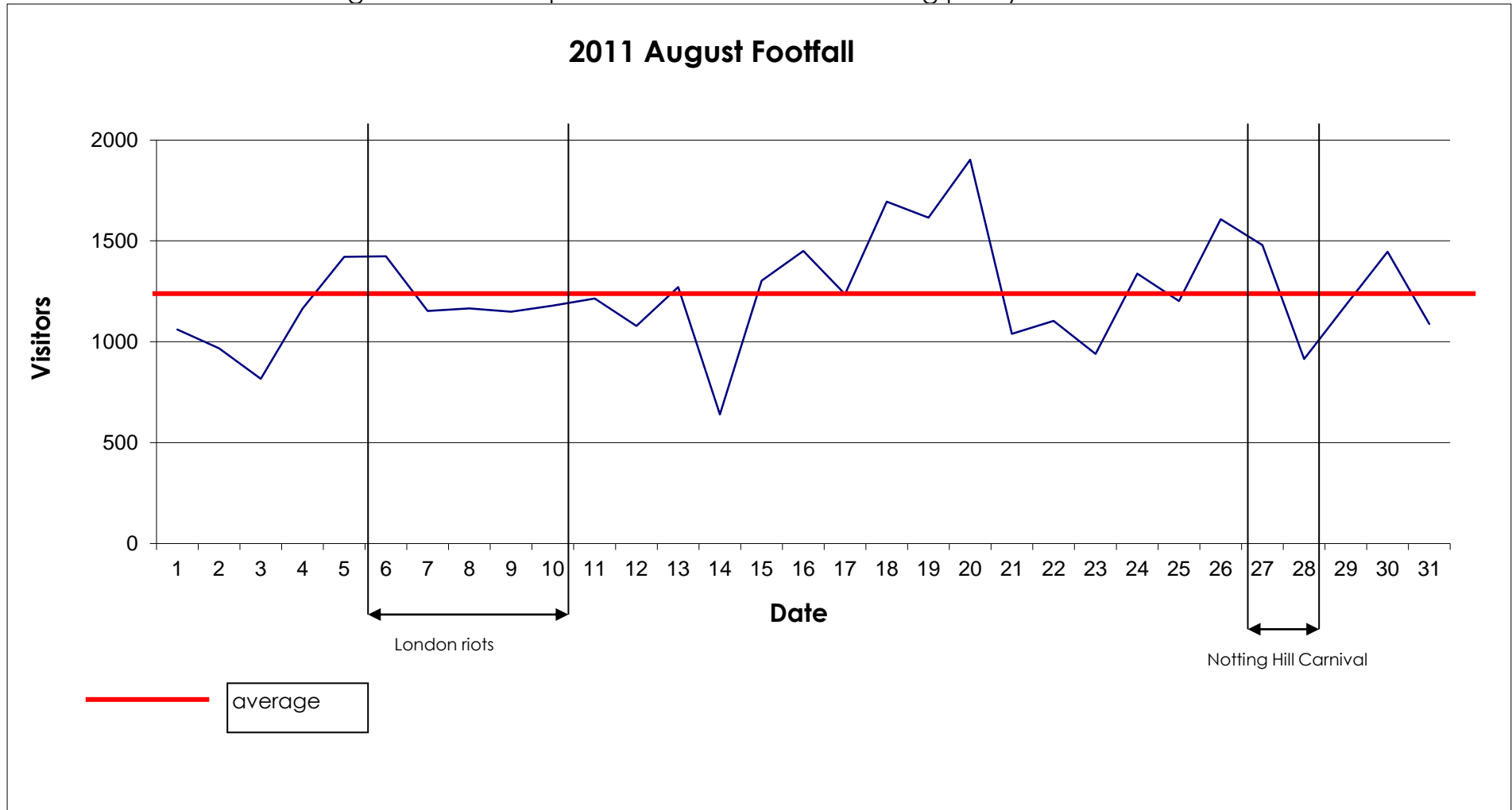
The Volcanic eruption on the 25th caused some airports to close in some parts of Germany and Scotland. Neither of the May Bank Holidays seemed to have any marked effect, nor did the Museums at Night weekend (13th-15th), neither the US President's state visit (24th-26th), nor the Chelsea Flower Show (24th-28th).



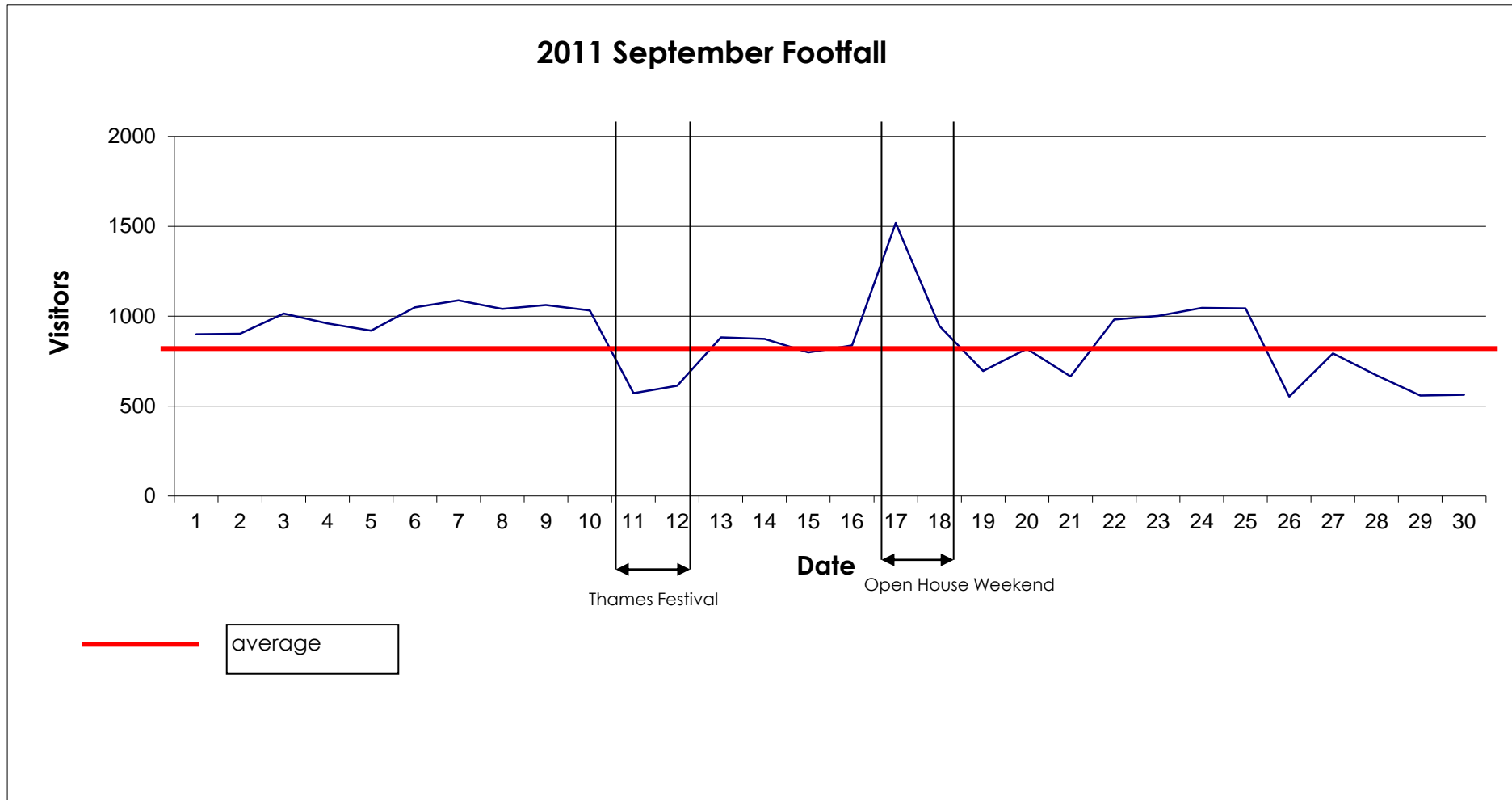
Trooping the Colour, Open Gardens weekend, Wimbledon Championship, St Paul's 300 years anniversary and Race for Life passing by the CIC have contributed to these high visitor numbers in June 2011.



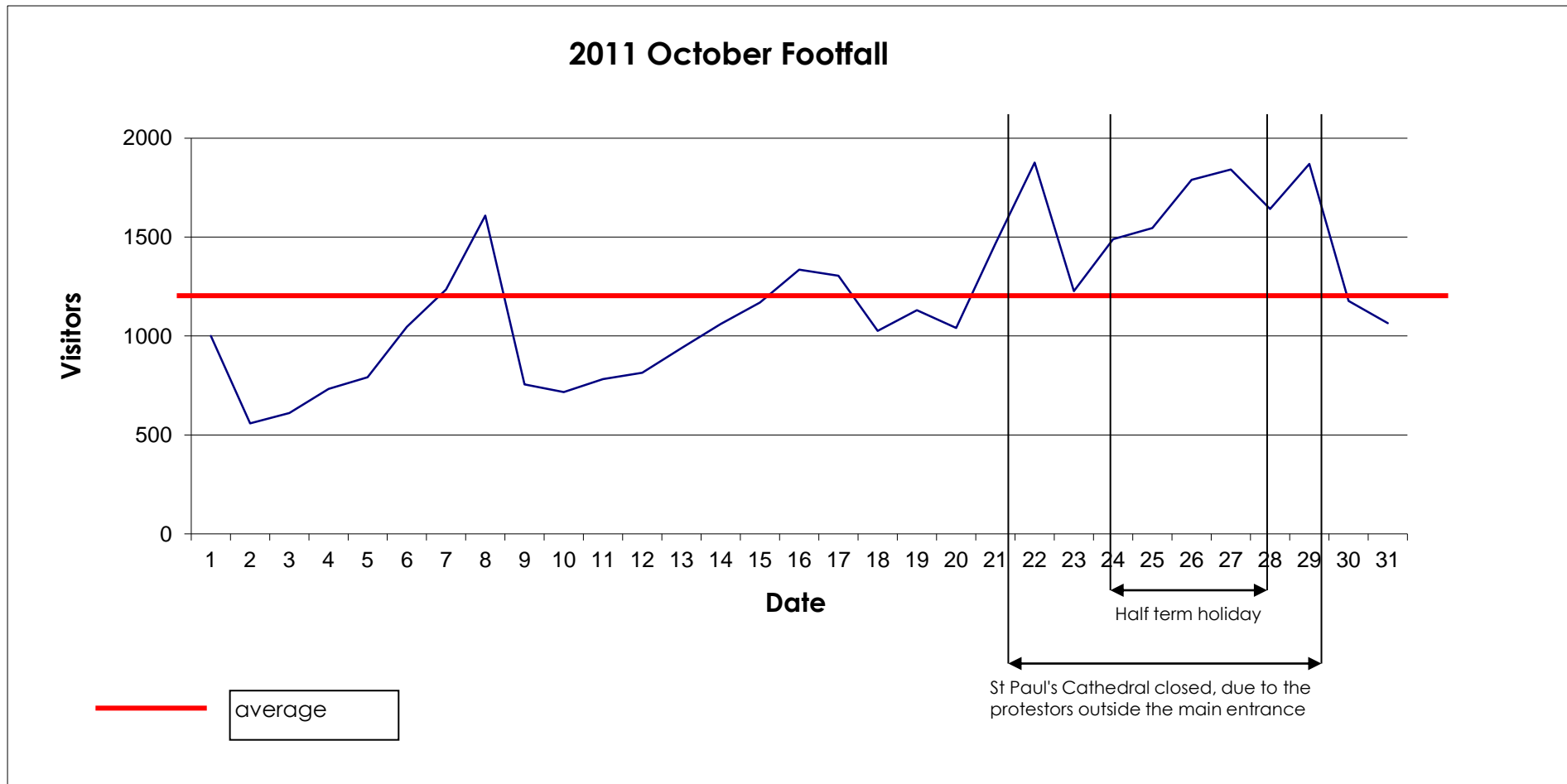
The Open Weekend Cultural Olympiad (22-31 July) contributed to a significant rise in visitors over the same weekend. It is also worth mentioning that when it rains, more people tend to come into the centre to find inspiration and ideas on what to do during rainy days. 19-24 of July saw heavy rainfall almost every day: the graph above shows this as the CIC recorded more visitors during this week compared to the same week during past years.



August 2011 was 5th busiest month since the reopening of the Centre.

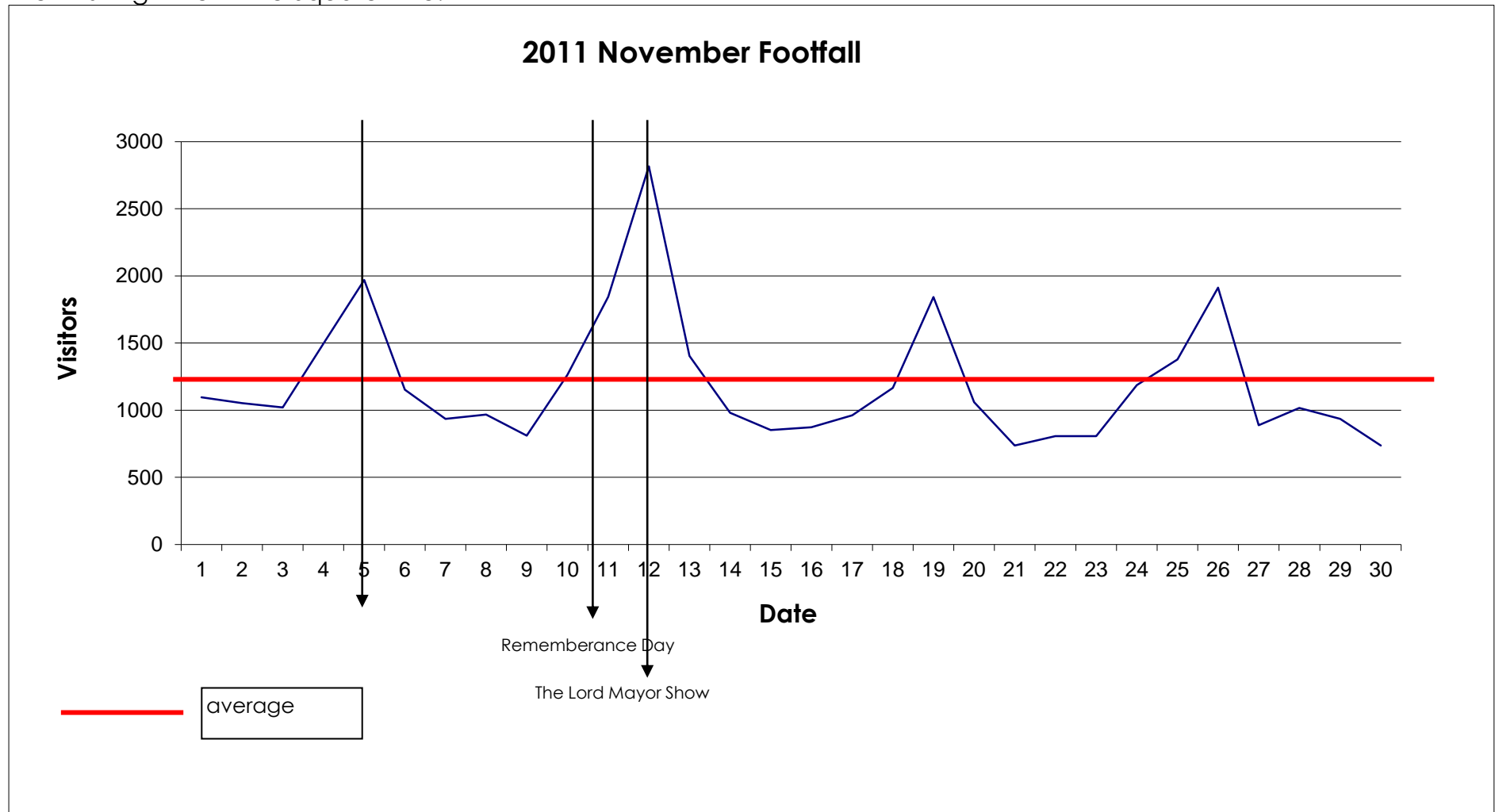


September saw a high visitor numbers at the beginning of the month followed by the Open House weekend (17/18) bringing more people to the CIC.



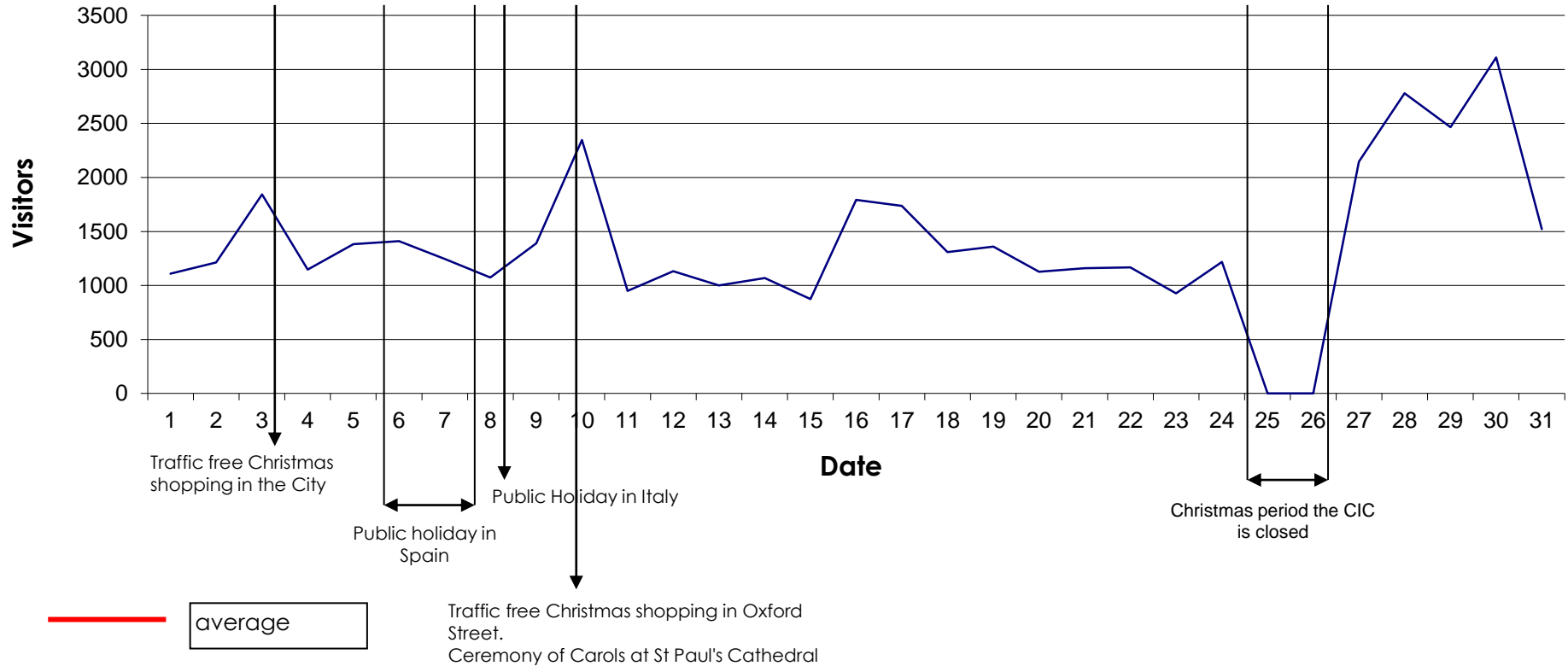
The half term school holiday (24-28 October) in the UK and Europe contributed to these high visitor numbers. Also the closure of St Paul's Cathedral (21-29 October) which due to the lack of information posted at the entrance of the

Cathedral, brought to the CIC many disappointed visitors who instead were seeking further ideas on how to best spend their visiting time in the Square Mile.

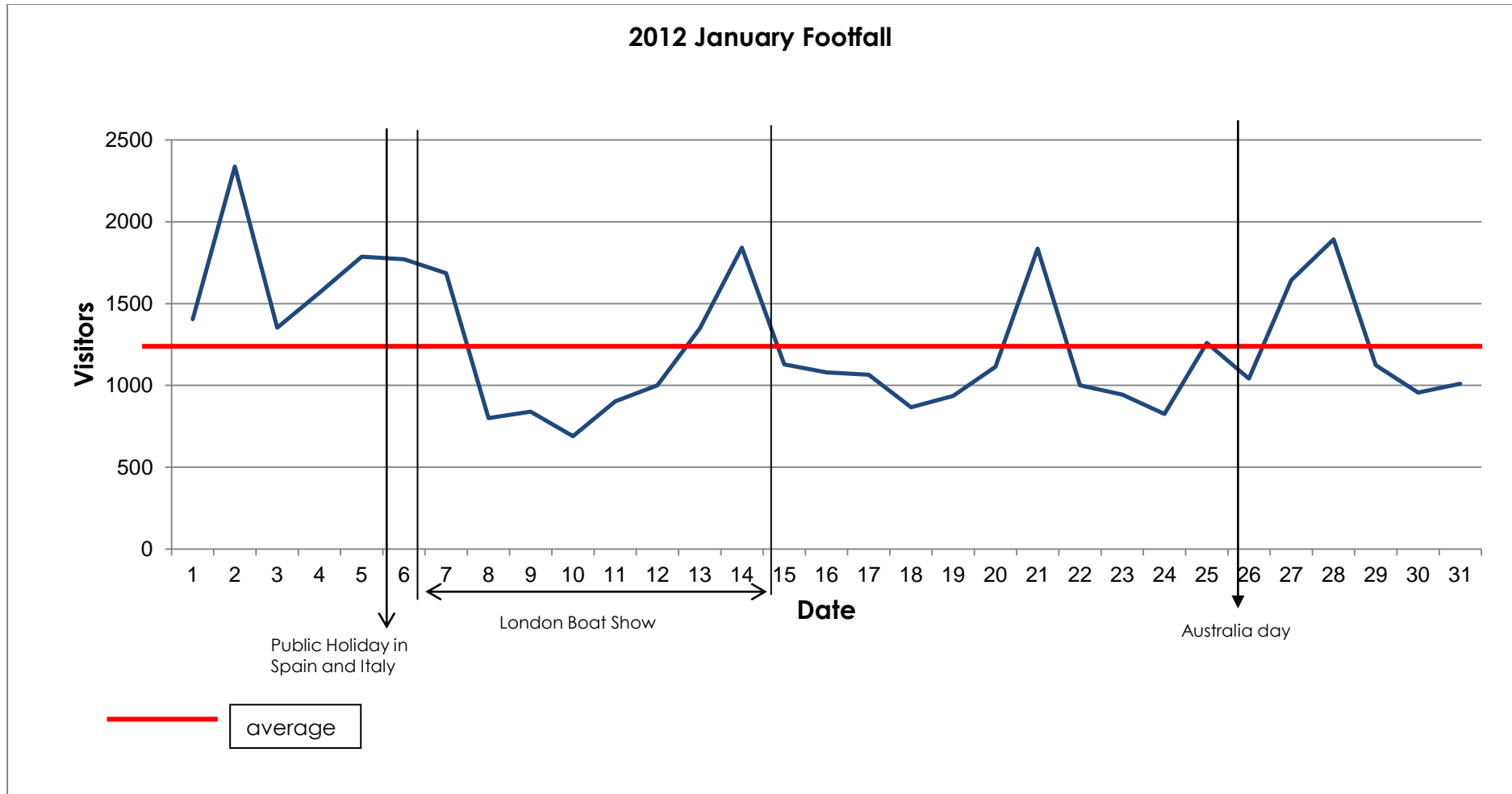


The Lord Mayor Day Parade contributed to these high visitor numbers; we recorded 2817 visitors that day, which was the busiest day this year. Bonfire Night on 5th of November brought more visitors to London and the CIC.

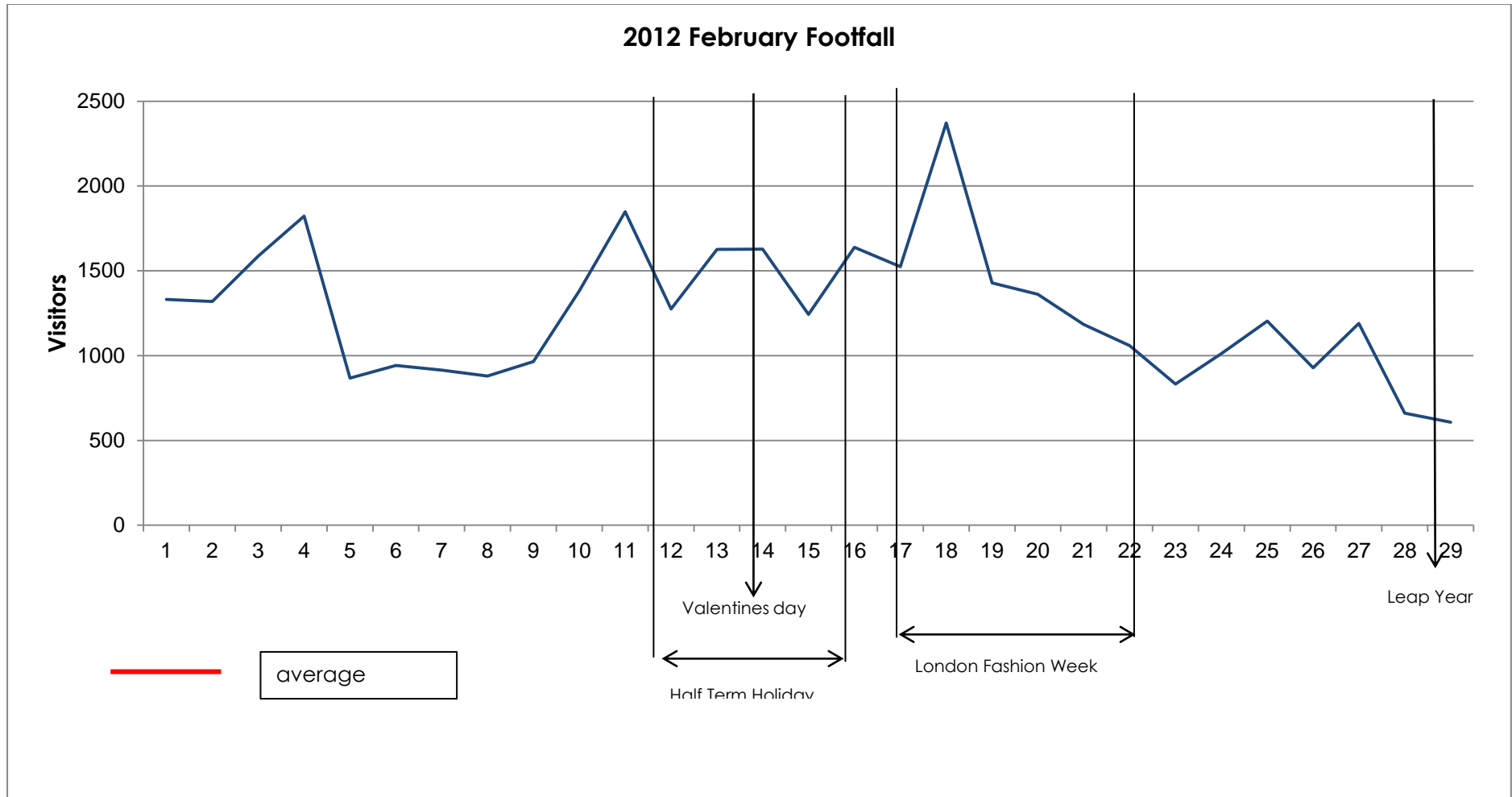
2011 December Footfall



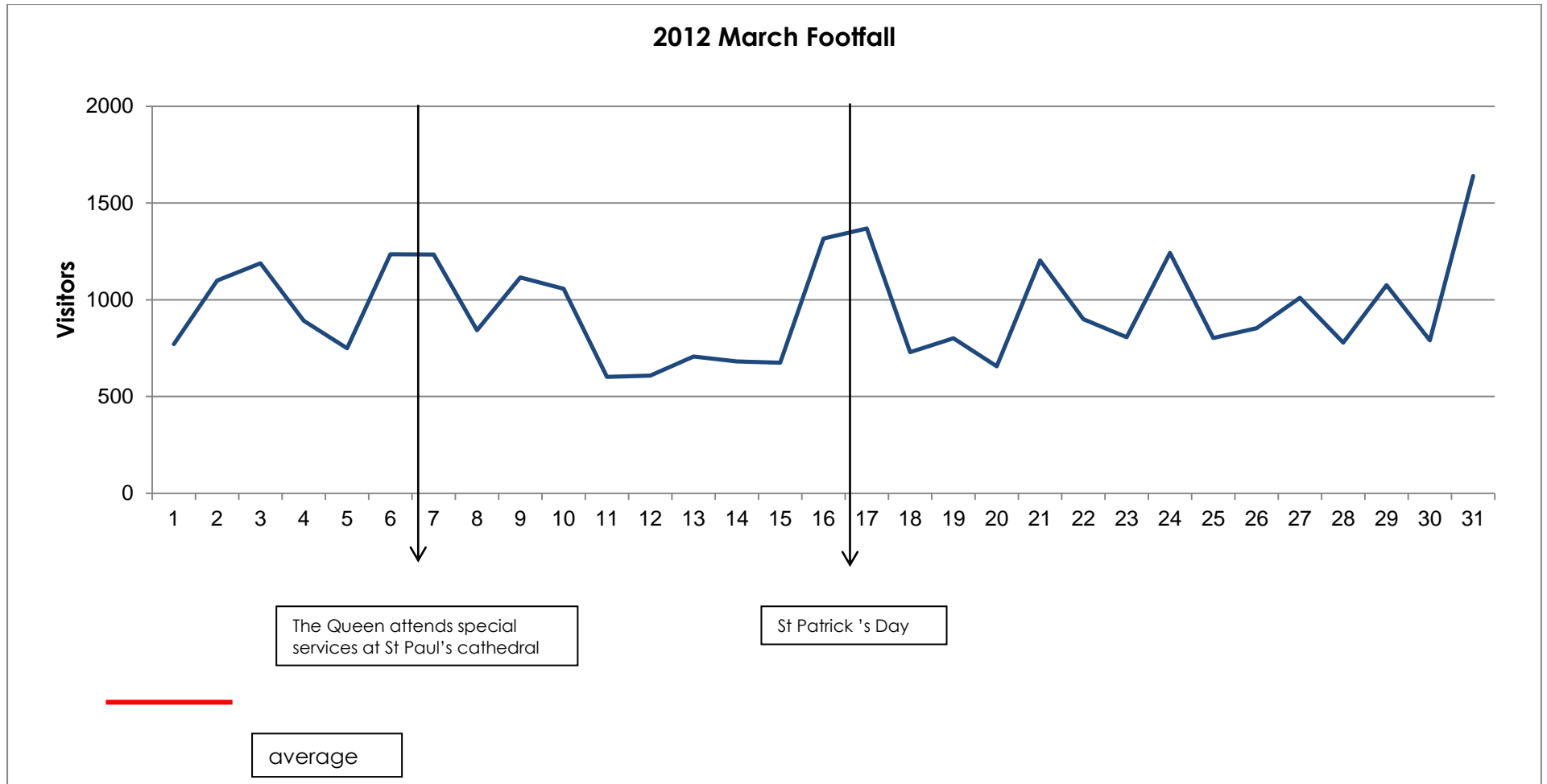
This was the busiest month since the reopening of the CIC in November 2007. The Traffic Free Christmas shopping day in the city on the 3rd, the BLVC closure from 23rd onwards as well as domestic and overseas public holidays contributed to these increased visitor numbers. These high numbers were not affected by the annual Christmas closure of the CIC on the 25th and 26th December.



This was third busiest month since the reopening of the centre in November 2007. Bank Holiday in Spain and Italy (6th), London Boat Show (6-15th) and also the closure the Britain and London Visitor centre have contributed a lot to these high visitor numbers.



The Half Term Holiday and London Fashion Week have contributed to visitor totals. 2012 is a leap year, therefore February had one extra day.



Memorial services at St Paul's Cathedral (7 and 29 March) which saw the Queen and HRH Princess Royal in attendance, St Patrick's day on 16th and the closure of BLVC brought more people to the CIC.